

Projects in Psychographics Marketing

Introduction

You should have read the lesson Psychographics = Key to Success prior to completing this assignment.

You should have a basic understanding of market segmentation and the different segmentation categories.

Your Assignment

In this assignment, you are asked to select a given household product to produce a few marketing designs for. The household product should not be something for which you are the target audience. In other words, select a product your little sister or brother or a parent or grandparent would like, rather than selecting something that you or your friends would personally choose.

1. Approve the product idea with your instructor.
2. You will complete 3 designs for the **same** product. You might be tempted to use a different product for each design, but refrain. We are looking for creativity:
 - a. Street billboard
 - b. Magazine Cover
 - c. Home Page for a Web Site
3. You will share your designs with the rest of the class when you are finished.
4. Please follow the instructions for each design.

Defining Your Audience for All 3 Projects

Write on a piece of paper or type into a word processing program:

- a. Who is your audience?
- b. Include: age, gender, likes, dislikes
- c. Is your market range limited geographically? In other words, you would not sell snow skis in Florida.
- d. What colors would effectively represent the product while grabbing the attention of the target audience?
- e. Defend your answers - justify your responses.

Design 1: Street Billboard

You are designing a street billboard.

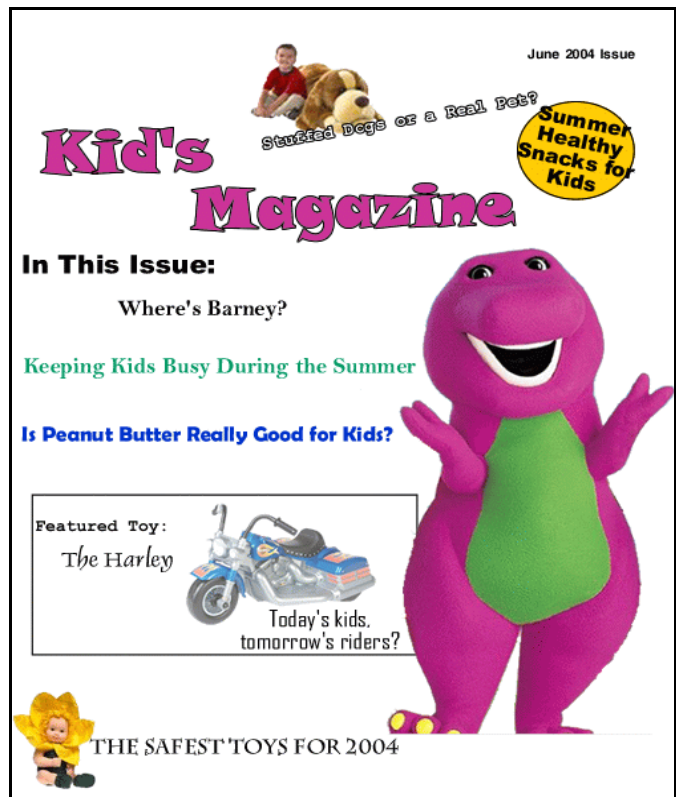
1. Go online and find pictures of your product. Save the image(s) and open them within Fireworks.
2. Edit the picture so it is alone on the canvas. You did the rubber ducky exercise so you

would know how to do this. If you have further questions about doing this, ask your instructor. You will likely need the following tools: Wand tool, Erase tool, and the Stamp tool (depending on the image).

3. To change the canvas color, click: *Modify, Canvas Color*.
4. To add text to the document, click the **A** tool in the toolbar and draw a box. Then type what you would like it to say. You can change the font and the font color.
5. Determine the slogan or statement you want to put on your billboard.
6. Keep in mind that you are designing for your target audience
7. To make your billboard, create a blank document that is **10 inches wide by 7 inches high**. (You want to be able to print it in Landscape view on an 8 ½ x 11 piece of paper.) You will click *File, New Document*.
8. Keep in mind that *less is more* when it comes to billboards. In other words, people are driving approximately 60-75 mph down the road and do not have a ton of time for the billboard to catch their attention or to read/perceive the message. So follow the KISS rule: Keep It Short and Simple.

Design 2: Magazine Cover

1. You will design a magazine cover, and the product you are marketing will be a featured item on the cover.
2. Include a main figure on the cover: A person or character that will attract the target audience along with the product you are marketing. Here is an example. If you were marketing a toy Harley and you were featuring the product on the front of Kid's Magazine. Your magazine may look like >>
3. Make the dimensions of your magazine cover: 8 inches wide and 10 inches high (so it will print on an 8 ½ x 11 sheet of paper).



Full-size example attached

Design 3: Home Page Design for a Web Site for the Product

Continuing with the same product, you would design a home page to market your product.

In Fireworks, complete the following steps:

1. Create a new document that is 750 pixels wide and 400 pixels high.

Notice that this time you are working in pixels. When you designed the magazine cover, you used inches. The reason: Magazines are printed, so inches are used. Web sites are online, so pixels are used. A pixel is a measurement of space on a computer monitor. Professional designers design for 800 x 600 resolution. Therefore, the widest any object should be is 755 pixels and the tallest any object should be (so you can see the entire object without scrolling up or down) is 400 pixels.

2. Include site navigation, a visual message that appeals to site guests, and a captivating site design.
3. Include colors that match your product as well as your target audience.
4. Go for simplicity in the design of your site navigation, yet make it complete enough to allow room for links to all pages within your site.
5. Keeping with the same product: The Harley, the following may be an example home page for this product:



Not an actual page. Ideas for design, including site navigation, were taken from 2 different resources, including Fisher Price

June 2004 Issue



Stuffed Dogs or a Real Pet?

Summer
Healthy
Snacks for
Kids

Kid's

Magazine

In This Issue:

Where's Barney?

Keeping Kids Busy During the Summer

Is Peanut Butter Really Good for Kids?

Featured Toy:

The Harley



Today's kids,
tomorrow's riders?



THE SAFEST TOYS FOR 2004

